# TECM 4100: Proposal Writing

## **Course Syllabus**

Instructor: Cheryl Croall, Ed.D.

Class Location: AUDB 312

Office Hours: Tuesday and Thursday at 9am in our classroom.

 Monday – Friday via Zoom. See below for booking link.

Contact: Cheryl.Croall@unt.edu *or* Canvas Inbox

## **Welcome to UNT!**

I am excited to work with you this semester on your journey to becoming a professional technical writer. I value all of our students and look forward to getting to know you!

As members of the UNT community, we have all made a commitment to be part of an institution that respects and values the identities of the students and employees with whom we interact.

## **Course Summary**

**Proposal Writing 4100 is a senior-level course and student learning outcomes at this level emphasize the ability to argue, assess and support ideas.**

**This course challenges students to compose and produce materials to win grants and business deals. At the completion of this course, students are equipped with certificates and portfolio documents to help them transition from academia and succeed in a professional environment.**

By the end of this course, you should be able to:

* Understand the sales process and how to evaluate opportunities
* Understand how grant and proposal funding are requested and given
* Locate and assess funding opportunities such as RFP’s
* Write persuasive grant and proposal projects for various audiences, purposes and rhetorical situations
* Edit grants and proposals to ensure they answer funding opportunities and persuade audiences.

## **Meet Your Instructor**

My name is Professor Croall and I will be your instructor this semester.

I have over 15 years of communications experience in a range of industries including strategic business consulting, construction, advertising and data analytics. I have held positions at Wunderman Thompson, a global digital advertising agency in over 70 markets, and McCarthy Building Companies, a national construction firm.

I am an experienced educator who has taught collegiate-level courses since 2005 in Technical Communication, Communication Studies, Public Speaking and Business Communication.

I am truly looking forward to our course this semester! Let’s get started!

Please find my contact information and office hours on your Canvas page in the Welcome Module.

**Office Hours**

* Tuesday and Thursday at 9am in our classroom.
* You Can Book Me! Monday – Friday: [https://professorcroall.youcanbook.me (Links to an external site.)](https://professorcroall.youcanbook.me/)

**Email**

* Cheryl.Croall@unt.edu
* Canvas Inbox

## **Textbook**

This course utilizes free online resources and supplemental readings are available on Canvas.

Students will complete this course with LinkedIn Learning Certificates including Proposal Writing and Foundations of Business Development.

## **What Time Commitment is Expected?**

This is an intense introduction to the professional field of proposal writing. You should expect to spend a **minimum of 8-9 hours per week** on this course; that includes at least 6 hours of course-related work beyond our 3-hour class meeting time. You may work more than 6 hours outside of class during some weeks. To succeed, you will never work fewer than 5 hours.

I urge you to use workshop class time to ask questions, complete assignments, or meet with your peers.

## **What About Grades?**

**TECM 4100 is an advanced, senior-level course.**

Courses are this level expect students to demonstrate critical thinking and understanding (not simply memorization and effort). Students at this level are expected to have the ability to conduct research and obtain relevant information in the field. Students are able to combine the results of the research or reading into cohesive and persuasive statements. Students are able to produce substantial work such as reports and projects.

See your Canvas Page for more about grading and writing expectations.

### **Submission Format**

Assignments must be completed and uploaded to Canvas.

Emailed assignments will not be accepted.

The instructor reserves the right to submit any and all student submissions to “Turn It In” provided by UNT for academic integrity and plagiarism review. Students may access the “Turn It In” feature in Canvas and should contact the instructor or Canvas support with issues.

### **Due Dates**

Due Dates are displayed in Canvas.

Late assignments are highly discouraged and are penalized.

The Final Exam Project cannot be late.

**Late Penalty:** Assignments are deducted 10% per day. Assignments submitted after 7 days will not receive points (0).

It is your responsibility to turn in your work on time. Computer-related excuses (including corrupt files) will not be accepted as per the above technology requirements. You can open your submission in Canvas to confirm that you’ve submitted the correct document.

## **Assignments**

The assignments in this course are designed to provide you with the opportunity to demonstrate and develop your writing abilities. As this is a writing-intensive course, each assignment, whether individual or group, requires substantial contribution and solid evidence of audience analysis, ethical considerations, critical thinking, and problem-solving skills.

In certain extreme cases (closure due to weather, pandemic, etc.) the instructor may make small adjustments to the assignments and grading weight below. Adjustments would be made to support students in a fair way.

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| **Assignments** | **Grading Weight** |
| Reading Reflection/Quizzes | 10% |
| Participation and Professionalism | 10% |
| Practice Work | 10% |
| Business Proposal Unit (2 proposals) | 30% |
| Grant Preparation | 15% |
| Grant Presentation | 20% |
| Final Exam | 5% |
| **TOTAL** | **100%** |

**Course Schedule**

We will use Canvas and the modules section will be the most up-to-date resource for our course happenings and assignments.

The final exam is online and is due during finals week. The final exam cannot be late and will not be graded if submitted after the due date.

Our Canvas Modules link:

##  **Course Policies and Procedures**

Submission of your first assignment indicates you have read, understood, and agreed to these policies.

### Drop Dates

Please be aware of the below deadlines as well as the changes in grading policies.

**Attendance Grade**

This is an in-person course and students are expected to attend class meetings regularly. This course prepares students for professional careers and attendance is a major component of professionalism. In business, attendance impacts productivity and workplace culture. In the classroom, absent students cannot contribute their unique perspectives to class discussion or group work which negatively affects other students’ learning opportunities.

Research shows a strong positive correlation between student attendance and grades.

* If you miss class, you are responsible for all material covered and assignments.
* Absences do not constitute extensions on assignments (email the teacher with exceptional circumstances).
* Students are permitted to miss 3 class days without penalty.

**GRADE STRUCTURE**

10% of the total grade for this course is participation and professionalism. Within this 10%, students have the opportunity to earn extra credit for perfect attendance. The grading structure for a ‘semester-end attendance grade’ is below. Note that students who miss 8 or more classes will receive an F in this course.

* 0 Absences: 102 points (extra credit)
* 1- 3 Absences: 100 points
* 4 Absences: 85 points
* 5 Absences: 70 points
* 6 Absences: 55 points
* 7 Absences: 40 points
* Students who miss 8 or more classes receive an F for the course.

If you exceed 7 absences and believe you have an excused absence from class, you must communicate with the professor before being absent and have documentation of your exceptional circumstance from the Dean of Students. However, just like in a professional work environment, it is your responsibility to use your absence allowance responsibly and plan for potential sick days in advance. Therefore, students should save their absence allowance for emergencies such as car problems and illness.

Stay connected to UNT news sources about campus closures. Make sure your Eagle Alert contact info is current at myUNT.

Stay connected to email/announcements in the case that I need to cancel class or move to remote instruction temporarily (i.e. quarantine period, etc.).

## *Classroom Expectations*

This course prepares you to effectively communicate in professional and academic settings. Regardless of your career or major, the ability to effectively communicate your ideas is essential for your continued success. For example, if you are in the sciences, this course will help you convey your research results or convince your supervisor to support your plans.

Today, communication skills include the ability to write effectively, as well as to convey information orally and electronically. Both your instructor and peers will critique your work with the goal of helping you become a more skillful technical communicator through extensive guided practice and feedback.

*Participation*

We will use several instructional methods available including lecture, class discussion and interactive technology. Emphasis is placed on discussion, including small group discussions, as well as writing practicums and activities. Students are expected to participate in class and contribute to the learning environment. Students are expected to use electronic devices for course-related purposes during class. All devices should be silenced.

*Student Behavior*

Student behavior that interferes with an instructor’s ability to conduct a class or other students' opportunity to learn is unacceptable, disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct (UNT Policy 17.012). The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc.

The Code applies to your interactions with everyone involved in this course: the instructor, classmates, your project teammates, and invited guests.

## **General Technology Requirements**

### Computer Operations and Access Requirements

As this is a senior-level course, you are expected to be familiar with the day-to-day operation of computers including UNT email (and sending attachments), Canvas, and standard software.

You are also expected to have regular access to computing technology, whether it be your computer at home or the computers provided by UNT. There are 14 computer labs on campus, including one 24-hour lab.

### Hardware and Disk Media Requirements

It is your responsibility to ensure that the computer(s) and disk(s) you use are functional and that you have backed up your data in the case of technological failure.

As a student at UNT, you can back up data, up to 25 GB, through [OneDrive](http://eagleconnect.unt.edu/). A corrupted disk or crashed hard drive does not constitute an excuse for late or unsubmitted work. If you need to bring electronic files to class, please email them to yourself as attachments or use the OneDrive available through your EagleConnect account.

### Email Requirement

All students must have a valid UNT email address, as it is the only email address I can use to communicate with you. You can forward your UNT email to your regular account (Hotmail, Yahoo, etc.), should you not wish to directly check your UNT account. It is also your responsibility to check your email regularly. I often use email to send class emails, including notices, updates, and advisories.

*Canvas Requirement*

Students are expected to review Canvas on a daily basis to keep on pace with the course and to check for updates and news.

**Academic Integrity**

If I see evidence that you have cheated by using assistance not listed on our class schedule, plagiarized by using someone else’s words, ideas without attribution, fabricated information, or assisted another student in any of these categories of academic dishonesty, **you will earn no credit for the assignment**. **If you exhibit academic dishonesty on more than one course assignment, you will earn an F in this course.**

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

All acts of academic dishonesty will be reported to UNT’s Academic Integrity Office. You can read UNT's policy at <http://tinyurl.com/nuwo42u>.At the beginning of the semester, we will review the six acts of academic dishonesty and their related penalties.

\*I reserve the right to run any and all work submitted in this course through “Turn It In” and UNT plagiarism checkers.\*

Discussion Board postings may not be viewable until a student has made their initial posts. Students must make substantive posts and should not make an inconsequential or blank post to gain access to the board. Doing so results in a zero for the assignment.

## **Accommodations**

### UNT Office of Disability Accommodations

In accordance with university policies and state and federal regulations, the university is committed to full academic access for all qualified students, including those with disabilities. To this end, all academic units are willing to make reasonable and appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies in order to facilitate equality of educational access for persons with disabilities.

To receive accommodations, you must [register with the ODA](http://disability.unt.edu/services/apply) and then [request a Reasonable Accommodation form](http://disability.unt.edu/services/request), which you should present to me within the first two weeks of class (see UNT Policy 16.001). You can read UNT’s policy on disability accommodation for students and academic units at <https://tinyurl.com/y7jshaqx>.

### Sexual Discrimination, Harassment, & Assault

UNT is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these acts of aggression, please know that you are not alone. UNT has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. (See UNT Policy 16.005)

UNT’s Dean of Students’ website offers a range of [on-campus and off-campus resources](http://deanofstudents.unt.edu/sexual-misconduct) to help support survivors, depending on their unique needs. Renee LeClaire McNamara is UNT’s Student Advocate. She can be reached through email at renee.mcnamara@unt.edu or by calling 940-565-2648.

### Religious Holidays

Students needing to miss class due to the observance of an officially recognized religious holy day are asked to consult with me at least one week in advance so we can schedule missed work accordingly.

**Emergency Notification & Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.